

What is claimed is:

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1. A method of creating a web page from a vector graphics data file comprising:
- converting the vector graphics data file from its native file format to a bit map graphics file format;
- modifying the bitmap graphics data file by converting color values to a format that can be displayed on a computer monitor; and
- inserting the modified bit map graphics data file into the web page.
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2. The method of claim 1, wherein the method is further comprised of compressing the modified bitmap graphics data file prior to inserting.
3. The method of claim 2, wherein compressing precedes modifying.
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4. The method of claim 2, wherein the bit map graphics file is compressed by reducing the resolution of an image encoded in the file to less than 100 dots per inch (dpi).
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5. The method of claim 4, wherein the bit map graphics file is compressed by reducing the resolution of an image encoded in the file to about 72 dpi.
6. The method of claim 2, wherein the bit map graphics file is compressed by converting the bit map graphics file to a joint photographic experts (jpeg) file.
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7. The method of claim 6, wherein the bit map graphics file is converted to a jpeg file by opening the bit map graphics file in a paint program and exporting the bit map graphics file to a jpeg file format.
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8. The method of claim 2, wherein the bit mapped graphics file is compressed by converting the bit mapped graphics file to a graphics interchange format (gif) file.

9. The method of claim 2, wherein the bit mapped graphics file is compressed by converting the bit mapped graphics file to a tagged image file (tif) format file.

5 10. The method of claim 2, wherein the bit mapped graphics file is compressed by converting the bit mapped graphics file to an X bitmap (xbm) file.

11. The method of claim 2, wherein the compressed and modified bit map graphics data file is inserted into the web page by tagging the file as an inline image.

10 12. The method of claim 11, wherein the inline image is a link to a higher resolution version of an image that is substantially the same as the inline image.

13. The method of claim 2, wherein the compressed and modified bit map graphics data file is inserted into the web page by tagging the file as an external image.

14. The method of claim 1, wherein modifying precedes converting.

15 15. The method of claim 1, wherein the vector graphics data file is a prepress data file.

16. The method of claim 15, wherein the prepress data file is creating using a software application program selected from the group consisting of QuarkXPress, Adobe Illustrator, Macromedia Freehand, Adobe PageMaker, Corel Draw and Adobe Acrobat.

25 17. The method of claim 1, wherein the web page is a markup language file.

18. The method of claim 17, wherein the markup language is selected from the group consisting of hypertext markup language (html), extensible markup language (xml), Cold Fusion markup language (cfml), commerce markup language xml (cxml), handheld device markup language (hdml), standard generalized markup language (sgml), synchronized multimedia integration language (smil), extensible hypertext markup language (xhtml), extensible style language (xsl), and wireless markup language (wml).

19. The method of claim 1, wherein the bit map graphics file is an encapsulated post script (eps) file.

5 20. The method of claim 19, wherein the eps file, when rendered, is an 8.5" by 11" image.

21. The method of claim 1, wherein the vector graphics data file is a prepress data file, the bit map graphics file is an encapsulated post script (eps) file, and the
10 prepress data file is converted to an eps file by exporting the prepress data file in its native file format to an eps format.

22. The method of claim 1, wherein the vector graphics data file is a prepress data file, the bit map graphics file is in a tagged image file format (tif), and the prepress
15 data file is converted to a tif file by exporting the prepress data file in its native file format to an tif format.

23. The method of claim 1, wherein the bit map graphics file is modified by converting the cyan, magenta, yellow, black (CMYK) color values to red, green, blue
20 (RGB) color values.

24. The method of claim 23, wherein the CMYK color values are converted to RGB color values using a paint program.

25. A method of creating a web page from a vector graphics data file comprising:
converting the vector graphics data file from its native file format to a bit map graphics file format;
compressing the bitmap graphics file by reducing the resolution of an image
30 encoded in the file to less than 100 dots per inch (dpi) by converting cyan, magenta, yellow, black (CMYK) color values to red, green, blue (RGB) color values; and
modifying the bit-mapped graphics file.

26. A method of creating a web page from a composite file comprised of vector graphics data file and an image file, the method comprising:
converting the vector graphics data file from its native file format to a bit map
5 graphics file format;
modifying the bitmap graphics data file by converting color values to a format
that can be displayed on a computer monitor; and
inserting the modified bit map graphics data file into a web page template.

27. A method for creating a plurality of web pages from a vector graphics data file, wherein the plurality of web pages is substantially identical to a printed publication rendered from the vector graphics data file comprising:
converting each of a plurality of pages of a printed publication rendered from the
vector graphics data file from its native file format to a bit map graphics
15 file format;
modifying each of the plurality of the bitmap graphics data file by converting
color values to a format that can be displayed on a computer monitor;
inserting each of the plurality of the modified bit map graphics data file into a
web page; and
20 linking the plurality of web pages such that the plurality of web pages is
substantially identical to the layout and content of the printed publication.

28. A method of displaying a plurality of products on a website in connection
the offering for sale of the plurality of products, the method comprising:
25 creating a vector graphics data file, wherein the vector graphics data file includes
data capable of being converted to a press plate to create a catalog printed
on paper;
deriving from the vector graphics data file an electronic catalog, wherein the
electronic catalog appears to be substantially identical to the catalog
30 printed on paper; and
making the electronic catalog available for viewing using a browser.

29. A method of displaying a plurality of products on a website in connection the offering for sale of the plurality of products comprising:

creating a composite file comprised of a vector graphics data file and an image file, wherein the composite file is capable of being converted to a press plate for a catalog printed on paper;

deriving from the composite file an electronic catalog, wherein the electronic catalog appears to be substantially identical to the catalog printed on paper; and

making the electronic catalog available for viewing using a browser.

30. A method for creating a web page from a vector graphics data file, comprising the steps of:

converting the vector graphics data file from its native file format to a bit map graphics file format including both text and images;

modifying the bitmap graphics data file by converting color values to a format that can be displayed on a computer monitor;

correcting errors in the text that occur when the vector graphics data file was converted from its native file format to a bit map graphics file format; and inserting the modified bit map graphics data file into a web page.

31. A method of displaying communication comprising:

displaying on a web browser a web page made by creating the web page from a vector graphics data file, including the steps of:

converting the vector graphics data file from its native file format to a bit map graphics file format including both text and images;

modifying the bitmap graphics data file by converting color values to a format that can be displayed on a computer monitor; and

inserting the modified bit map graphics data file into a web page.

